

Table of Contents

Preface.....	V
1. First Establish a Management Philosophy.....	1
2. Always Think in Terms of <i>Seisei Hatten</i>	9
3. Understand Human Nature.....	13
4. Fully Understand the Mission	18
5. Follow Natural Law.....	23
6. Regard Profits as a Reward.....	27
7. Promote Mutual Prosperity	35
8. Assume the Public is Right	42
9. Believe You Will Succeed.....	46
10. Strive for Autonomy.....	51
11. “Dam” Management	56
12. Sound Management Practice	60
13. Be Committed to Specialization	65
14. People before Products	69
15. Collective Wisdom	76
16. Harmony in Opposition.....	80
17. Creative Management	86
18. Start Anew Every Day	92
19. Be Politically Aware.....	95
20. The <i>Sunao</i> Mind.....	99
Afterword.....	105
Index.....	108
Notes	110